(54) Title: DISPLAY DEVICE AND DRIVING METHOD
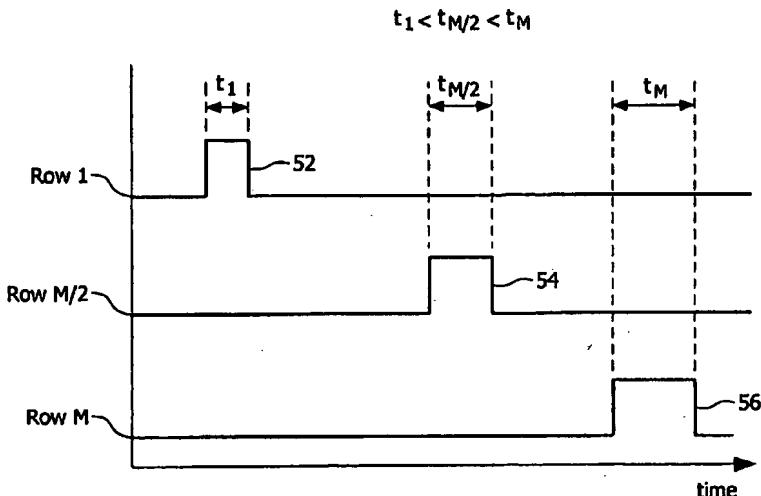
$$t_1 < t_{M/2} < t_M$$

(57) Abstract: A display controller (40), comprising: a processor (62) for providing row selection pulses (52, 54, 56) for a display
comprising M rows of pixels, the row selection pulses (52, 54, 56) having respective durations (t_1, t_2, t_3 ... t_M) that increase from
the pulse (52) for row 1 to the pulse (56) for row M. The processor (62) may retime image data (72) for synchronisation with the
increase in the pulse duration, for example by writing incoming data (72) in to a buffer (64) at the rate the incoming data (72) is
received and reading the data out from the buffer (64) at a rate corresponding to the increase in the pulse duration. Also described
is a display device comprising the display controller (40), and a method of driving the display device using the display controller
(40). The increase in row selection pulse duration (t_1, t_2, t_3 ... t_M) is arranged to correspond, with a desired level of precision, to an
increasing charging time of the pixels of the rows.